



KETTELL-CARTER

Radio Representatives

LIBERTY 2-5799

ELMER KETTELL
MARJORIE CARTER

JOHN HANCOCK BUILDING
BOSTON 16, MASSACHUSETTS

March 6, 1952

Mrs. Elizabeth Parsons
Bennett, Walther & Menadier Inc
69 Newbury Street
Boston 16, Massachusetts

Dear Betty:

Thanks very much for your inquiry on Station WEIM, Fitchburg which I understand Soapine is considering as a test market for a new product.

Station WEIM is a 1,000 watt station serving Northern Worcester County with a slop-over coverage into southern New Hampshire; into Middlesex and Franklin in Massachusetts. The three principal cities in the Fitchburg trading area are, in addition to Fitchburg, Leominster and Gardner.

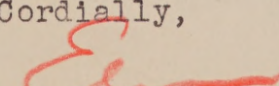
Station WEIM is managed by Lew Sargent formerly of WEEI and WHAV in Haverhill.

He programs that station to the local interest of the people. That is well illustrated by these two services. One, WEIM broadcasts the City Council which adds to the interest of people. Two, local News is accented in their News broadcasts and along that line, they have a gimmick up their which works wonders in creating interest. They have an arrangement with the Fire Department, the local Police of the various cities, and the State Police whereby any News of particular importance (a big fire, airplane accident, a terrific motor accident etc) is reported to the station. This is taken down on a tape recorder over the telephone and immediately broadcast to the people. They have had tremendous success with this type of spot reporting.

Basic information on the station is attached. There are Saturation Announcement Plans available. For rates on the station other than Saturation Announcement Plans, please look in Standard Rate & Data. Announcements in the daytime are \$7.00; the night \$10.00.

We hope we may serve you on this test campaign. You may be sure Lew Sargent and his crew will extend every co-operation to make this campaign successful.

Cordially,


Elmer Kettell

HERE ARE FIVE REASONS WHY

STATION WEIM, FITCHBURG, MASS. IS YOUR BEST BUY

1. WEIM HAS THE RIGHT KIND OF COVERAGE

With 1,000 watts, not only does WEIM cover a good segment of Worcester County, but affords excellent coverage in southern New Hampshire, Franklin and Middlesex Counties. WEIM embraces some 350,000 people in its coverage area.

2. WEIM HAS THE RIGHT KIND OF LISTENING

Co-incidental surveys show that WEIM dominates the listening in northern Worcester County. A Grossley Survey (April, 1950) Shows this Share of Audience Picture:

	<u>Mornings</u>	<u>Afternoons</u>	<u>Evenings</u>
WEIM	39.8	42.6	40.5
Station B (CBS)	29.7	17.4	29.8
Station C (NBC)	15.3	18.6	14.0
Station D (Ind.)	5.9	14.4	-

3. WEIM IS FIRST IN RETAIL ADVERTISING

WEIM carries more advertising from more Fitchburg retailers than any other Fitchburg radio station.

4. WEIM OFFERS A RESPONSIVE AUDIENCE

The attached audience mail study demonstrates this.

5. WEIM IS LOW COST.

Daytime announcements are only \$7.00 gross with Saturation Announcement Plans available whereby you can buy 12 announcements weekly for only \$72.00

RADIO STATION WEIM, FITCHBURG, MASS
1,000 watts
MUTUAL-YANKEE
Serving 350,000 People

Represented by:
KETTELL-CARTER
John Hancock Bldg
Boston, Mass.
LI 2-5799

STATION WEIN, FITCHBURG, MASS. IS YOUR BEST BUY

WEIN HAS THE RIGHT KIND OF COVERAGE

With 1,000 watts, not only does WEIN cover a good segment of Worcester County, but affords excellent coverage in southern New Hampshire, Franklin and Middlesex Counties. WEIN reaches some 350,000 people in its coverage area.

WEIN HAS THE RIGHT KIND OF LISTENING

Co-incidental surveys show that WEIN dominates the listening in northern Worcester County. A Grouseley Survey (April, 1957) shows this share of audience picture:

WEIN	Mornings	Afternoons	Evenings
	39.8	42.8	40.8
Station B (CBS)	29.7	17.4	29.8
Station C (NBC)	18.3	18.8	14.0
Station D (Ind.)	8.9	14.4	-

WEIN IS FIRST IN RETAIL ADVERTISING

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WEIN OFFERS A RESPONSIVE AUDIENCE

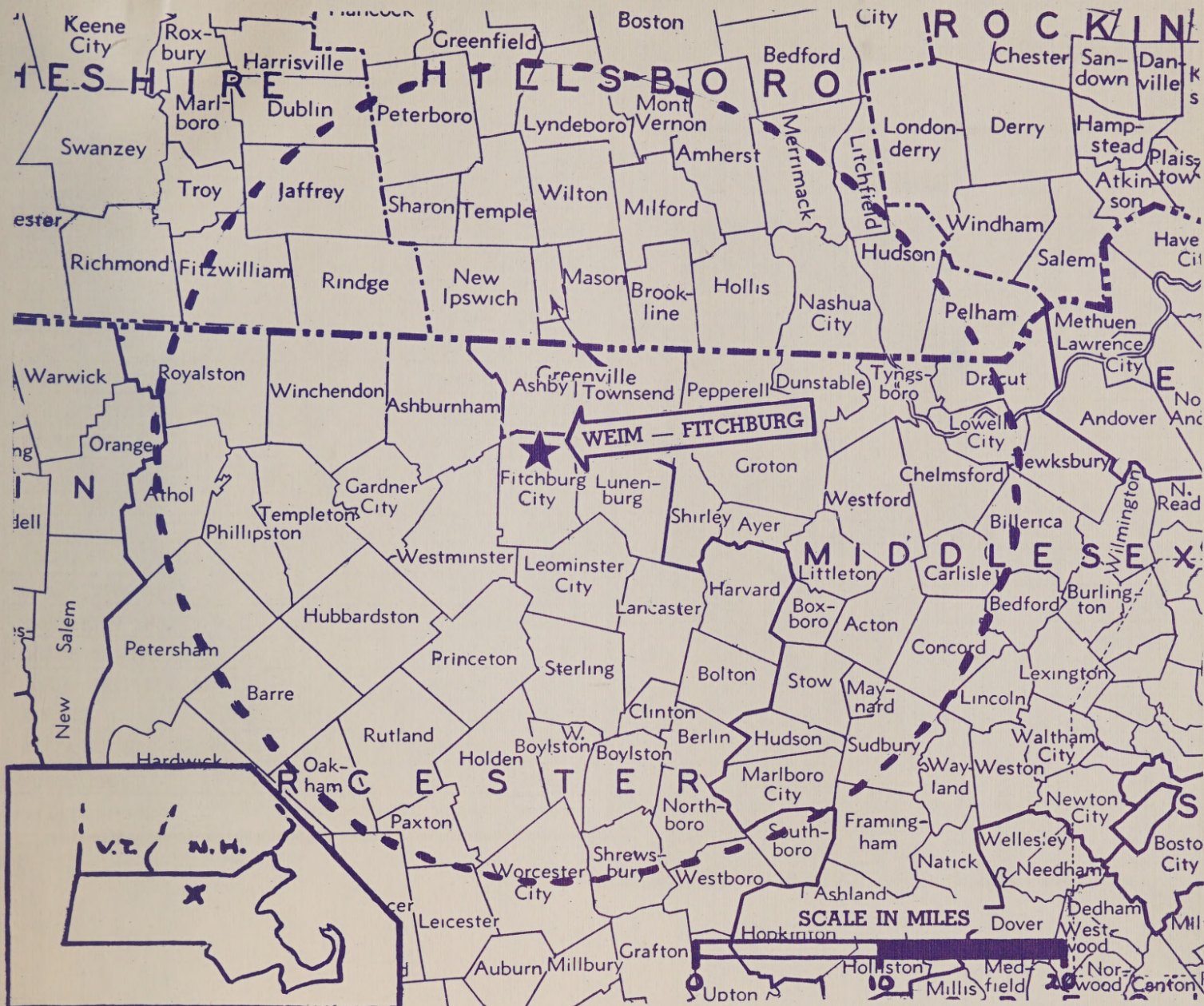
The attached audience mail study demonstrates this.

WEIN IS LOW COST

Daytime announcements are only \$7.00 Gross with station. Announcement plans available whereby you can pay 13 announcements weekly for only \$78.00

Represented by:
NUTTALL CARTER
John Hancock Bldg.
Boston, Mass.
LI 2-8799

RADIO STATION WEIN, FITCHBURG, MASS.
1,000 watts
NUTTALL-CARTER
Reaching 350,000 people



MARKET DATA

0.5 mv/m Measured December 1950 by
New England Radio Consultants, Inc.,
Hartford, Conn.

Population	430,560
Radio Families Mass. 103,780	
Radio Families N. H. 6,000	
	109,780
Retail Sales	174,341
Food Sales	57,770
Drug Sales	5,755
Eat and Drink Sales	16,190

Money values in thousands of dollars. Population figures from U. S. Census 1950. Radio families BMB 1950. Consumer Markets S R & D 1950-1951.

Pub. 1/50

WEIM

FITCHBURG
MASSACHUSETTS

1000 W. FULLTIME 1280 KC.

Mutual Broadcasting System — Yankee Network

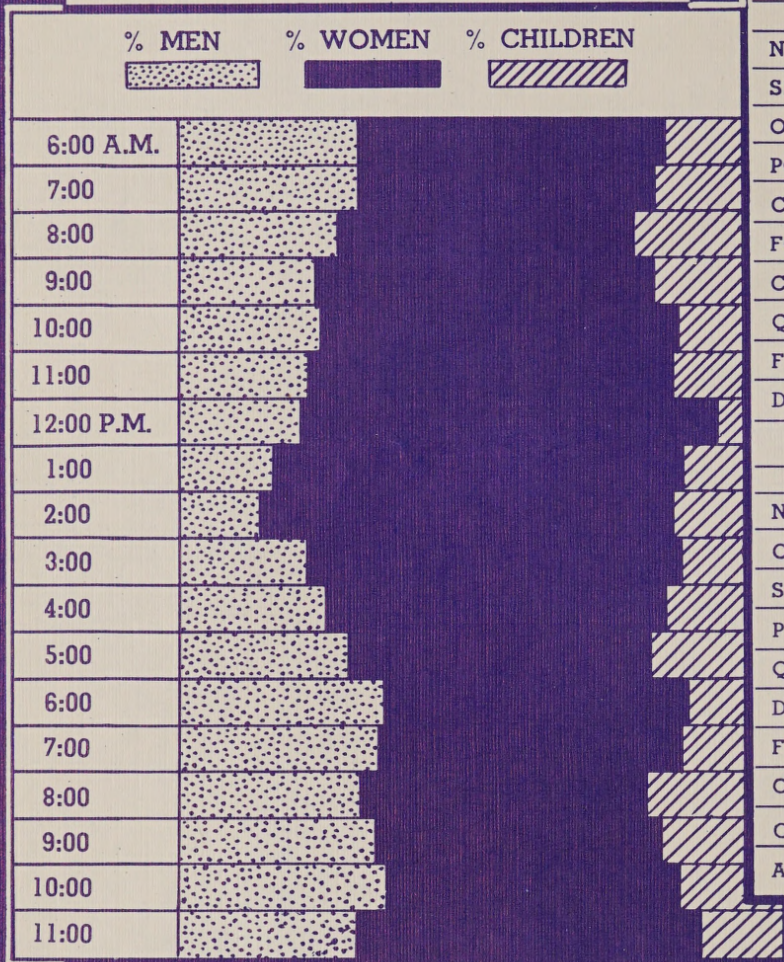
"The Voice of Central Massachusetts"

REPRESENTED BY

THE WALKER COMPANY

ATLANTA • CHICAGO • KANSAS CITY • LOS ANGELES • NEW YORK
KETTEL-CARTER IN BOSTON

WHEN TO REACH THEM



WHAT PROGRAM PREFERRED

DAYTIME		
MEN		WOMEN
NEWS	1	NEWS
SPORTS	2	SERIAL STORIES
OLD FAMILIAR MUSIC	3	OLD FAMILIAR MUSIC
POPULAR MUSIC	4	HOME MAKING
COMEDY & VARIETY	5	POPULAR MUSIC
FORUMS, TALKS	6	QUIZ PROGRAMS
CLASSICAL MUSIC	7	SPORTS
QUIZ PROGRAMS	8	COMEDY & VARIETY
FARM PROGRAMS	9	AUDIENCE PARTICIPATION
DRAMATIC PLAYS	10	RELIGIOUS
EVENING		
MEN		WOMEN
NEWS	1	NEWS
COMEDY & VARIETY	2	COMEDY & VARIETY
SPORTS	3	DRAMATIC PLAYS
POPULAR MUSIC	4	QUIZ PROGRAMS
QUIZ PROGRAMS	5	POPULAR MUSIC
DRAMATIC PLAYS	6	OLD FAMILIAR MUSIC
FORUMS, TALKS	7	SPORTS
OLD FAMILIAR MUSIC	8	AUDIENCE PARTICIPATION
CLASSICAL MUSIC	9	RELIGIOUS
AUDIENCE PARTICIPATION	10	FORUMS, TALKS

PROGRAMS

YOUR PLAN

A KETTELL-CARTER AUDIENCE MAIL STUDY

STATION: WEIM, FITCHBURG, MASS.
1,000 watts - full time
1280 on the dial
Serving 138,400 Radio Families
Basic Station: NORTH EASTERN BROADCASTING SYSTEM
BAY STATE GROUP OF MASSACHUSETTS

OFFER: No offer. Just regular audience mail received by Station WEIM during the the four months of 1951: February thru May.

RESULTS: Station WEIM received a total of 4,721 peices of audience mail during that period. They came principally from these 37 cities and towns of Massachusetts and New Hampshire:

Amherst, N H	New Ipswich, N H
Ashburnham	N. Princeton
Ashby	Oakham
Ayer	Paxton
Clinton	Princeton
E. Jaffrey, N H	Rutland
E. Templeton	Sterling
Fitchburg	S. Ashburnham
Fort Devens	Shirley Center
Gardner	Shirley
Greenville, N H	Townsend
Groton	Townsend Harbor
Leominster	Whalon
Lunenburg	Worcester
Lancaster	Westminster
Maynard	Winchenden
Marlboro	Winchenden Springs
Nashua, N H	W. Groton
	W. Townsend

Represented by
KETTELL-CARTER
John Hancock Bldg.
Boston 16, Mass.

A KETTEL-CARTER AUDIENCE MAIL STUDY

STATION:

WEIN, FITCHBURG, MASS.

1,000 watts - full time

1230 on the dial

Serving 138,400 Radio Families

Basic Station: NORTH EASTERN BROADCASTING SYSTEM
BAY STATE GROUP OF MASSACHUSETTS

OFFER:

No offer. Just regular audience mail received by Station WEIN during the four months of 1951: February thru May.

RESULTS:

Station WEIN received a total of 4,751 pieces of audience mail during that period. They came principally from these 37 cities and towns of Massachusetts and New Hampshire:

Amherst, N. H.	New Ipswich, N. H.
Ashburnham	N. Princeton
Ashby	Oakham
Ayer	Paxton
Clinton	Princeton
E. Attleboro, N. H.	Rutland
E. Templeton	Sterling
Fitchburg	S. Ashburnham
Fort Devens	Shirley Center
Gardner	Shirley
Greenfield, N. H.	Townsend
Groton	Townsend Harbor
Leominster	Uxbridge
Lynn	Worcester
Lancaster	Westminster
Maynard	Winchester
Marlboro	Winchendon Springs
Methuen, N. H.	W. Groton
	W. Townsend

Represented by

KETTEL-CARTER

John Hancock Bldg.

Boston 10, Mass.

A KETTELL-CARTER SALES RESULT REPORT

STUDY NUMBER 1 BASED UPON 1950, 1951 RESULT LETTERS

STATION: RADIO STATION WEIM, FITCHBURG, LEOMINSTER, MASS.
1,000 watts - full time
MUTUAL NETWORK
Serving 138,400 Radio Families
Basic Station: NORTH EASTERN BROADCASTING SYSTEM
BAY STATE GROUP OF MASSACHUSETTS

- Paul Marceau (Partner, Photo Sales Service) writes:

"We can truthfully say that results from our advertising on WEIM (sponsorship of BOX 13) are very good"

- Chester Pliska (Manager, Washington Jewelry Company) writes:

"It is fitting for me to express my sincere appreciation for the fine job that WEIM has done for us during the past 5 years. We have seen our sales and store traffic increase during this period . . . in addition to this we have built up in Fitchburg and the surrounding towns a great deal of good will for the future"

- F J Foley (Motor Parts Service, Inc) writes:

"As sponsors of the basketball games (Holy Cross), we want to express our appreciation for the splendid results attained by our venture . . . as illustrated by the enthusiastic reception and appreciation which came to us as a result of these broadcasts"

- Fotis L Bregou (Natur Wave Enterprises) writes:

"It gives me great pleasure to tell you how pleased we are with the magnificent job that Dottie McKittrick (For You, Ladies) has been doing for Natur Wave in Fitchburg."

- George Krumscheid (Prop. Fitchburg Music Store) writes:

"Our daily participation in HOLIDAY HOUSE was directly responsible for effecting the sale of six of our more expensive models (pianos) during the two weeks immediately preceeding Easter. In our opinion these announcements also served to stimulate sales in other departments such as television, radio, records and gifts."

- J K Bailly (Managing Partner, Bachelder-Bailly Co) writes:

"I am writing to tell you that we are well pleased with our radio program (Sports Round-Up at 7:45 AM). The listener and customer reaction, among both men and women is good. We have tested the program on specific items and know it is doing a good job for us. Through this (Sports Round-UP) we effectively move higher priced stock beyond our expectations."

STATION: WJLB, WASHINGTON, D.C. 20001
1,000 watts - Full time
MUTUAL NETWORK
Serving 138,400 Radio Families
Basic Station: NORTH EASTERN BROADCASTING SYSTEM
RAY STATE GROUP OF MASSACHUSETTS

Paul Newman (Partner, Photo Sales Service) writes:

"We can truthfully say that results from our advertising on WJLB (Sponsorship of BOX 13) are very good"

Charles Fisher (Manager, Washington Jewelry Company) writes:

"It is fitting for me to express my sincere appreciation for the fine job that WJLB has done for us during the past 5 years. We have seen our sales and store traffic increase during this period. In addition to this we have built up in Washington and the surrounding towns a great deal of good will for the future"

F. J. Foley (Motor Parts Service, Inc) writes:

"As sponsors of the basketball games (Holy Cross), we want to express our appreciation for the excellent results attained by our venture as illustrated by the enthusiastic reception and appreciation which came to us as a result of these broadcasts"

Walter J. Bregon (Water Wave Enterprises) writes:

"It gives me great pleasure to tell you how pleased we are with the magnificent job that WJLB (For You, Ladies) has been doing for Water Wave in Washington."

George Kirschheid (Prop. Fitzhugh Meats Store) writes:

"Our daily participation in HOLIDAY HOUSE was directly responsible for effecting the sale of six of our more expensive models (pianos) during the two weeks immediately preceding Easter. In our opinion these announcements also served to stimulate sales in other departments such as television, radio, records and gifts."

J. K. Bailey (Managing Partner, Bachelder-Bailey Co) writes:

"I am writing to tell you that we are well pleased with our radio program (Sports Round-Up at 7:45 AM). The listener and customer reaction among both men and women is good. We have tested the program on specific items and know it is doing a good job for us. Through this (Sports Round-Up) we effectively move higher priced stock beyond our expectations."

RADIO STATION WEIM, FITCHBURG, MASS.

FLOATING ANNOUNCEMENT PACKAGES

Being one-minute announcements scheduled on a floating basis, within specified time segments in Class B time. Runs on a six-day-a-week basis.

COST:		<u>REBATES</u>	<u>12 per week</u>	<u>18 per week</u>	<u>24 per week</u>
1- 6 consecutive weks	-		\$72.00	\$104.00	\$132.00
7-12	"	5%	68.40	98.80	125.40
13-25	"	10%	64.80	93.60	118.80
26-38	"	15%	61.20	88.40	112.20
39-51	"	20%	57.60	83.20	105.60
52	"	25%	54.00	78.00	99.00

RADIO STATION WEIM, FITCHBURG, MASS.
1,000 watts - full time
1340 on the dial
Mutual-Yankee Network
350,000 Population Coverage

Represented by:
KETTELL-CARTER
John Hancock Bldg.
Boston, Mass.
LI 2-5799
1-51

BASIC STATION: NORTH EASTERN BROADCASTING SYSTEM
BAY STATE GROUP OF MASSACHUSETTS RADIO STATIONS

HOLYOKE
MASSACHUSETTS

Established 1950
Owned and Operated by Valley Broadcasting Corp.
Operating Schedule:
Weekdays: 6:00 a.m. to Local Sunset
Sundays: 7:30 a.m. to Local Sunset

	1 hr.	13 hr.	26 hr.	52 hr.	104 hr.	312 hr.
1 hr.	50.00	47.50	45.00	42.50	40.00	35.00
30 min.	27.00	26.00	25.00	24.00	23.00	22.00
15 min.	20.00	19.00	18.00	17.00	16.00	15.00
10 min.	15.00	14.00	13.00	10.00	9.50	8.75
5 min.	10.00	9.75	9.50	9.25	9.00	8.00
Spot Announcements:	8.00	7.60	7.20	6.80	6.40	6.00

GENERAL ADVERTISING: National Rate Card No. 4 in effect.

24—RADIOTIME—February 3rd to March 8th, 1952

FITCHBURG
MASSACHUSETTS

GENERAL ADVERTISING: Rate Card No. 4 Effective January 1, 1995

POWER	1000 Watts
WAVE	1250 Kilocycles
TIME	Eastern Standard Time
OFFICE & STUDIO	717 Main Street, Fitchburg, Mass.
TELEPHONE	Fitchburg 3-3766, 3-3767
AFFILIATION	Yankee Network-Mutual Broadcasting System
PERSONNEL	Pres. Henry G. Molina, Jr.; Stn. Mgr. Al Maffie; Comm. Mgr. James W. Chalmers
REPRESENTATIVES	Kettel-Carter

Operating Schedule:
Weekdays: 6:30 a.m. to 12 Midnight
Sundays: 8:00 a.m. to 12 Midnight

CLASS "A"						CLASS "B"					
6:00 p.m. to 10:30 p.m.						All Other Times					
1 hr.			1 hr.			1 hr.			1 hr.		
1 hr.	100.00	57.58	94.00	51.00	75.00	1 hr.	60.00	57.00	54.00	51.00	45.00
30 min.	60.00	57.58	54.00	51.00	39.00	30 min.	36.00	34.20	32.40	30.60	27.00
15 min.	30.00	28.79	27.00	24.00	19.50	15 min.	18.00	17.10	16.20	15.30	13.50
5 min.	20.00	19.00	18.00	17.00	15.00	5 min.	12.00	11.40	10.80	10.20	9.00
Ann-Stn Brk.	12.00	11.40	10.80	10.20	9.00	Ann-Stn Brk.	7.00	6.65	6.30	5.95	5.25

[illegible]

Theresa D. M.

ARCHIVAL QUALITY